IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for facilitating sale and distribution of fuel to a fuel customer, comprising:

a server facility configured to store fuel deal data, and to process said fuel deal data to automatically generate pricing data based on said fuel deal data and in accordance with a substitutable pre-determined pricing technique; and

a client facility coupled to said server facility via an electronic data network and configured to permit a user to enter said fuel deal data and to cause said server facility to store and process said fuel deal data to generate said pricing data,

whereby fuel is sold and distributed to a fuel customer via a fuel distribution system based on said fuel deal data and said automatically generated pricing data.

2. (Previously Presented) The system according to claim 1, wherein said server facility and said client facility are coupled to each other via the Internet.

3. (Previously Presented) The system according to claim 1, wherein said server facility and said client facility are coupled to each other via open standards based protocols.

4. (Previously Presented) The system according to claim 1, wherein said server facility includes a data storage facility storing said fuel deal data.

5. (Previously Presented) The system according to claim 1, wherein said server facility automatically generated said pricing data periodically.

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6. (Previously Presented) The system according to claim 1, wherein said server facility is further configured to be accessed by a plurality of other client facilities simultaneously.

7. (Previously Presented) The system according to claim 1, wherein said client facility is remotely located away from said server facility and said client facility acts as a data collection point for collecting data that said server facility uses in automatically generating said pricing data.

8. (Currently Amended) The system according to claim 1, wherein said substitutable predetermined pricing technique involves basing prices for fuel deals based on past fuel deals.

9. (Currently Amended) The system according to claim 1, wherein said substitutable predetermined pricing technique involves said server facility generating a weighted average selling price based on prior fuel deals.

10. (Currently Amended) The system according to claim 1, wherein said substitutable predetermined pricing technique is implemented within said server facility as a software module running within said server facility.

11. (Previously Presented) A system for facilitating sale and distribution of fuel to a fuel customer, comprising:

a server facility configured to store fuel deal data, and to process said fuel deal data to automatically generate pricing data based on said fuel deal data and in accordance with a pre-determined pricing technique, said pre-determined pricing technique controlling said server facility to compute fuel prices based on weighted averages of fuel prices maintained within said fuel deal data; and

a client facility outfitted with a client application and coupled to said server facility via an electronic data network and configured to permit a user to enter said fuel deal data and to cause said server facility to store and process said fuel deal data to generate said pricing data, said client application configured to access said electronic data network and to establish communications with said server facility,

whereby fuel is sold and distributed to a fuel customer via a fuel distribution system based on said fuel deal data and said automatically generated pricing data.

12. (Previously Presented) The system according to claim 11, wherein said server facility and said client facility are coupled to each other via the Internet.

13. (Previously Presented) The system according to claim 11, wherein said server facility and said client facility are coupled to each other via open standards based protocols.

14. (Previously Presented) The system according to claim 11, wherein said server facility includes a data storage facility storing said fuel deal data.

15. (Previously Presented) The system according to claim 11, wherein said server facility automatically generates said pricing data periodically.

16. (Previously Presented) The system according to claim 11, wherein said server facility is further configured to be accessed by a plurality of other client facilities simultaneously.

17. (Previously Presented) The system according to claim 11, wherein said client facility is remotely located away from said server facility and said client facility acts as a data collection point for collecting data that said server facility uses in automatically generating said pricing data.

18. (Previously Presented) The system according to claim 11, wherein said predetermined pricing technique involves basing prices for fuel deals based on past fuel deals.

19. (Previously Presented) The system according to claim 11, wherein said predetermined pricing technique involves said server facility generating a weighted average selling price based on prior fuel deals.

20. (Previously Presented) The system according to claim 11, wherein said predetermined pricing technique is implemented within said server facility as a software module running within said server facility.